

Thanks for joining us

- The webinar will begin at 10:00 and will be recorded.
- Please mute your microphone and turn off your camera.
- You can turn on live captioning by clicking the 3 dots on the control panel.
- Questions can be entered into the chat by clicking the chat icon in the control bar. Chat will be seen by all participants.

Conversations With Your Community

Amber Williams,

Thriving Libraries

Brandon Morris,

Building Our Future

June 5, 2020



THRIVING LIBRARIES



THRIVING LIBRARIES



WISCONSIN DEPARTMENT OF
PUBLIC INSTRUCTION

Carolyn Stanford Taylor, State Superintendent



**Amber
Williams**



THRIVING LIBRARIES



**Brandon
Morris**



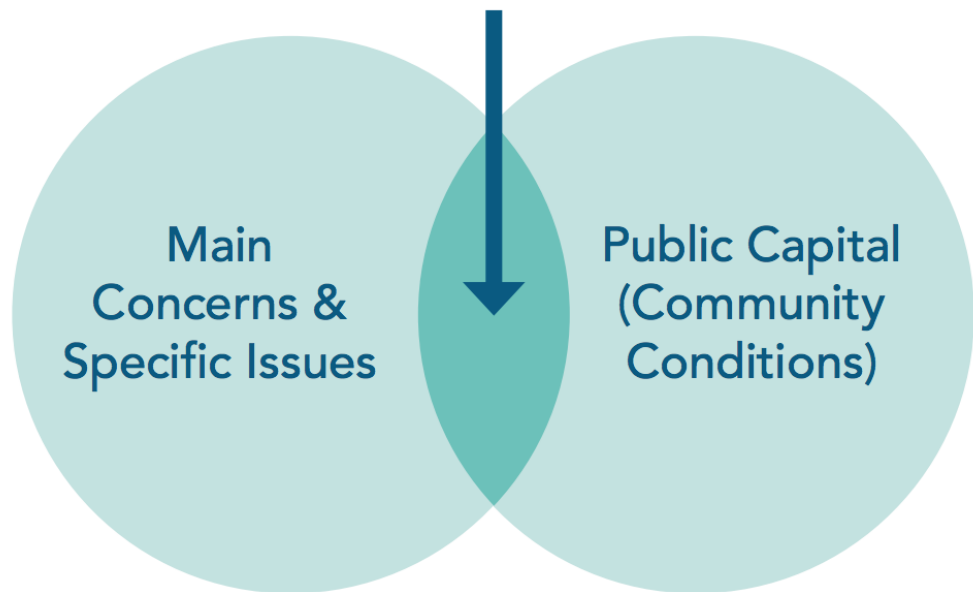
Public and Expert Knowledge

Public Knowledge	Expert Knowledge
Comes from engaging with people around their aspirations, their concerns, how they see their community.	Comes from professional analysis and reporting of statistics, trend data, poll data, market and audience studies.
In plain language that everyone can understand.	Often in language that only professionals understand.

-Public Innovators
Cohort Workbook,
ALA

How It Comes Together

SWEET SPOT



-Public Innovators Cohort
Workbook, ALA



Libraries Transforming Communities

American Library

Association's LTC tools:

<https://bit.ly/3cbVhEB>

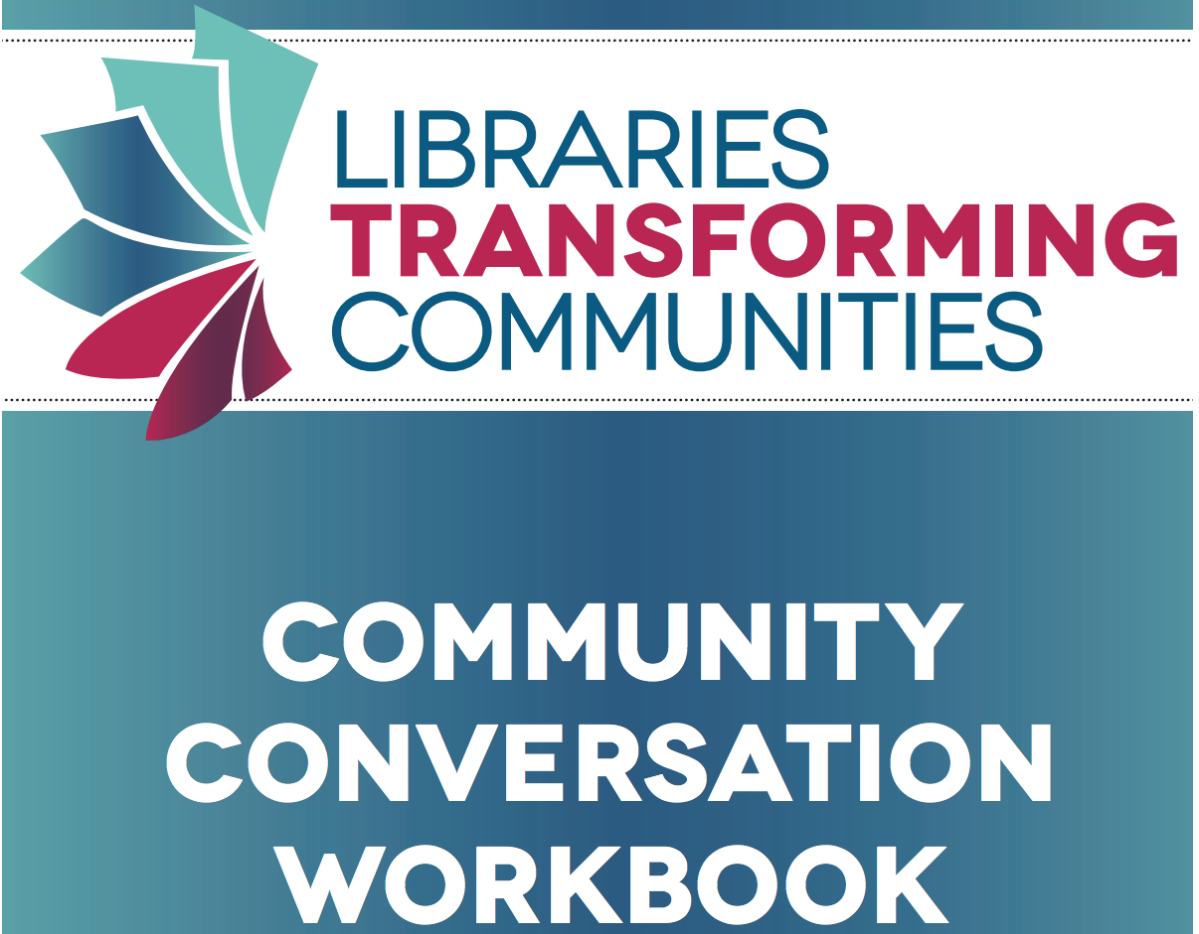


Facilitation & Note-Taking

LTC Community

Conversation Workbook:

<https://bit.ly/2TUOEQw>



Facilitation

An effective Conversation Leader:

- Remains neutral about the topic under discussion; is not seen as having his or her own agenda or siding with one group.
- Explores ideas with people; displays a genuine sense of curiosity.
- Listens to people and builds trust.
- Pushes people to consider different perspectives, helping folks to understand why others think in different ways.
- Helps people reconcile conflicting remarks in a non-confrontational manner.



Facilitation

- Lay ground rules
- 5. **It is okay to disagree, but don't be disagreeable**
Respond to others how you want to be responded to.
- Ask clarifying questions
 - "Can you tell me more about what you mean when you say_____"
- Be comfortable with silence!
- Use the LTC Troubleshooting Guide to weather tough situations:
<https://bit.ly/2TUOEQw>

Troubleshooting Guide

IF

THEN

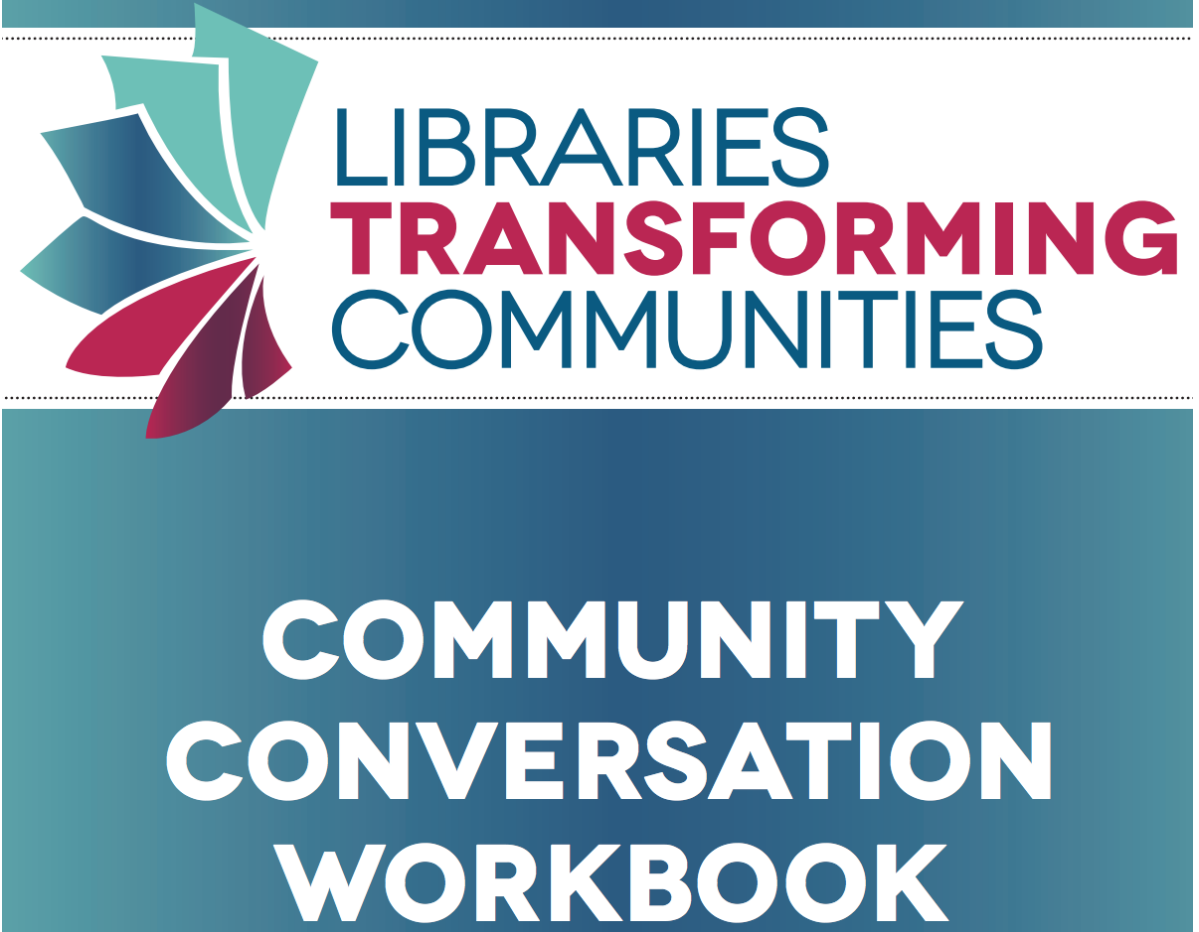


Note-Taking

LTC Community

Conversation Workbook:

<https://bit.ly/2TUOEQw>



Note-Taking

An effective Note-taker:

- Is curious about how people think about the world.
- Is observant, noting what people say, how they say it (the emotion, tension or doubt) and even what people aren't saying (what's being ignored).
- Captures the essence of the conversation without inserting his/her own voice, words or judgment.
- Is good with details (like the specific words that people are using) AND able to help translate that into larger themes.
- Stays focused on the goal of the conversation: "What are we learning?"

-Community Conversation
Workbook, ALA



Note-Taking

Note: Don't try to write down everything you hear (it's not a transcript). Nor should you just summarize a few points. The goal is to capture details, key quotes, turning points and patterns that can be used to create themes.

-Community Conversation
Workbook, ALA

Quotes are important, sharing what
we hear in the language we hear it is
impactful



#1 Ask Exercise

Ask Exercise



- 15 Minutes

Four simple questions you can ask people one-on-one—patrons, even folks on the street—to begin learning what kind of community people want

-ALA's LTC tools:
<https://bit.ly/3cbVhEB>



#1 Ask Exercise

1. What kind of community do you want to live in?

2. Why is that important to you?

3. How is that different from how you see things now?

4. What are some of the things that need to happen to create that kind of change?

-ALA's LTC tools:

<https://bit.ly/3cbVhEB>



#1 Ask Exercise

- Most versatile option right now
- In-person, over the phone, virtual platform
- Nice to have a note-taker



#2 Aspirations

Aspirations



- 45- 90 Minutes

A 60- to 90-minute conversation with an existing or newly formed group (i.e., staff task force, board committee, new community group) designed to help the group decide what they want to work on together

-ALA's LTC tools:

<https://bit.ly/3cbVhEB>



#2 Aspirations

- 1. What are your aspirations for your community?**
- 2. What challenges do we face in reaching these aspirations?**
- 3. What needs to change in the community to reach our aspirations?**
- 4. Who do you trust to take action?**



#2 Aspirations

- Groups that already know each other
- In-person (safety allowing)
Virtual platform, (video preferred)
- Nice to have a note-taker



#3 Community Conversation



- 60 Minutes

Community Conversations

A series of 90- to 120-minute conversations with community members about what they want their community to be; what challenges they face in realizing these aspirations; and what changes are needed to overcome them

-ALA's LTC tools:
<https://bit.ly/3cbVhEB>



#3 Community Conversation

1. **What kind of community do you want? (10)**
 - a. Why is that important?
 - b. How is that different from the way things are now?
2. **Given what we just said, what are the two or three most important issues when it comes to the community? (10)**
 - a. Decide which issue is most important for the group and use it for the discussion
 - b. *If you are going to test a specific issue, introduce it here. How about _____, how does that fit with what we're talking about? What concerns do you have about that?*
3. **What concerns do you have about this issue? Why? (10)**
 - a. Does it seem like things are getting better? Worse? What makes you say that?
 - b. How do you think the issue/concern came about?

#3 Community Conversation

4. **How do the issues we're talking about affect you personally? (10)**
 - a. How about the people around you- family friends, coworkers, neighbors, others- what do you see them experiencing?
 - b. How do you feel about what's going on?
5. **What do you think is keeping us from making the progress we want? (5)**
6. **When you think about what we've talked about. What are the kinds of things that could be done that would make a difference? (10)**
 - a. What do you think these things might accomplish?
 - b. How about in terms of individuals: What are the kinds of things that people like us could do to make a difference?
7. **Thinking back over the conversation, what groups or individuals would you trust to take action on these things? (5)**
 - a. Why them and not others?
 - b. Who should we talk to next?
8. **If we came back together in a year, what might you see that would tell you the things we talked about were starting to happen? (time allowing)**



#3 Community Conversation

- Group, 4-15 people who may or may not know one another
- In-person (safety allowing) Virtual platform, (video preferred)
- Need a note taker



Immediate Next Steps

Right After (or asap) a discussion between facilitator and notetaker:

- What did you make of the conversation?
- What ideas, actions or comments really seemed to resonate with the group?
- What did you notice in terms of the group's energy and emotion?
- What quotes stood out for you? What do we need to write down while it's fresh?

-Community Conversation
Workbook, ALA



Organizing Notes

Key Step: Be sure to organize your notes. After the conversation, the Note-taker should organize their notes into **six categories: Aspirations, Main concerns, Specific issue concerns, Actions, Who people trust and Questions.** These categories will be critical for identifying themes and implications later in the process. The goal is to capture details, key quotes, turning points and patterns that can be used to create themes.

-Community
Conversation Workbook,
ALA



Organizing Notes

ORGANIZING YOUR NOTES (adapted from the LTC Community Conversation Workbook)

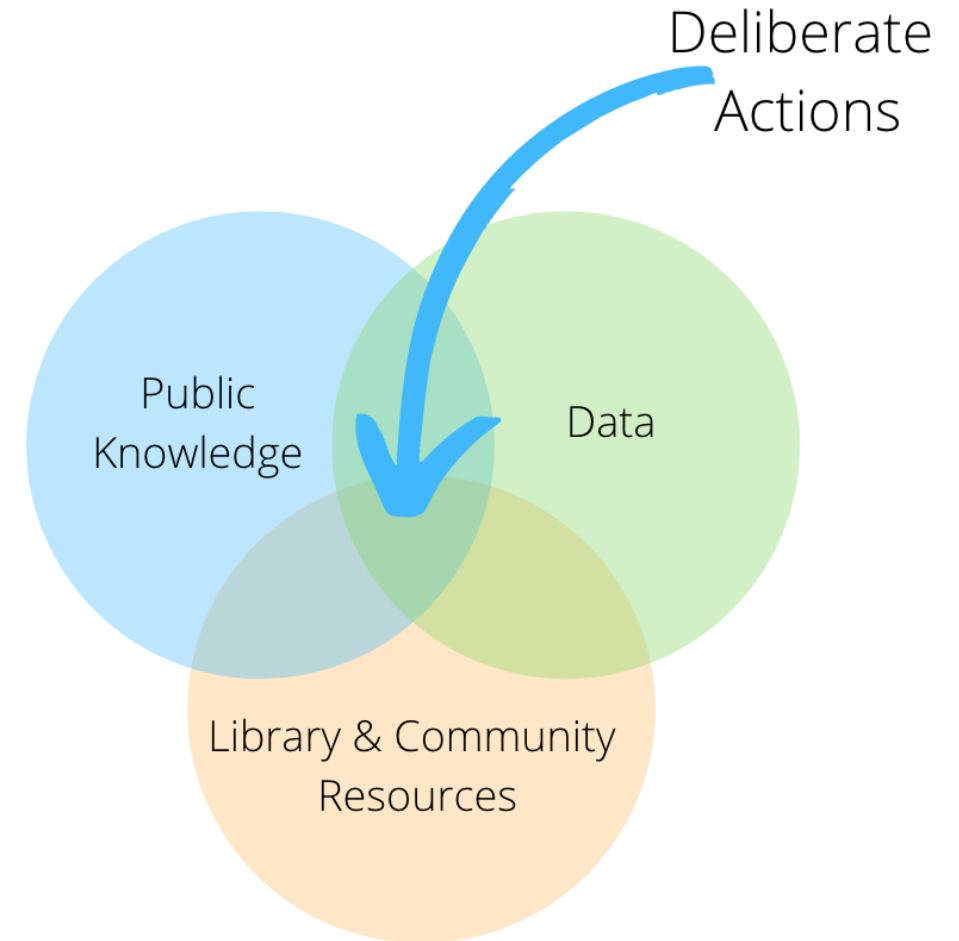
Review your notes from the conversation. Organize them into six categories. It's okay if these are fairly long or overlap. You want to keep things broad here so you can see patterns. You'll be narrowing and clarifying as you go.

- ***Supplemental Question: What secondary concerns (i.e., not main concerns) were mentioned, but not discussed at length?***
- ***Supplemental Question: What are some selected quotes or comments you heard that stood out or capture critical ideas?***



Community Aspirations: Whole community?

- Who haven't you heard from?
- Will you be making decisions about people without their input?



Virtual Convening

All the tools we talked about
can be used virtually, so how
do we do it?



Southwest Corner: Kenosha, Wisconsin



Kenosha's Lakefront



Kenosha, Wisconsin

Population

99,623

+1.4% since 2010

Unemployment Rate

3.8%

Median Income

\$48,181

Median Home Price

\$160,600

Median Age

35.3

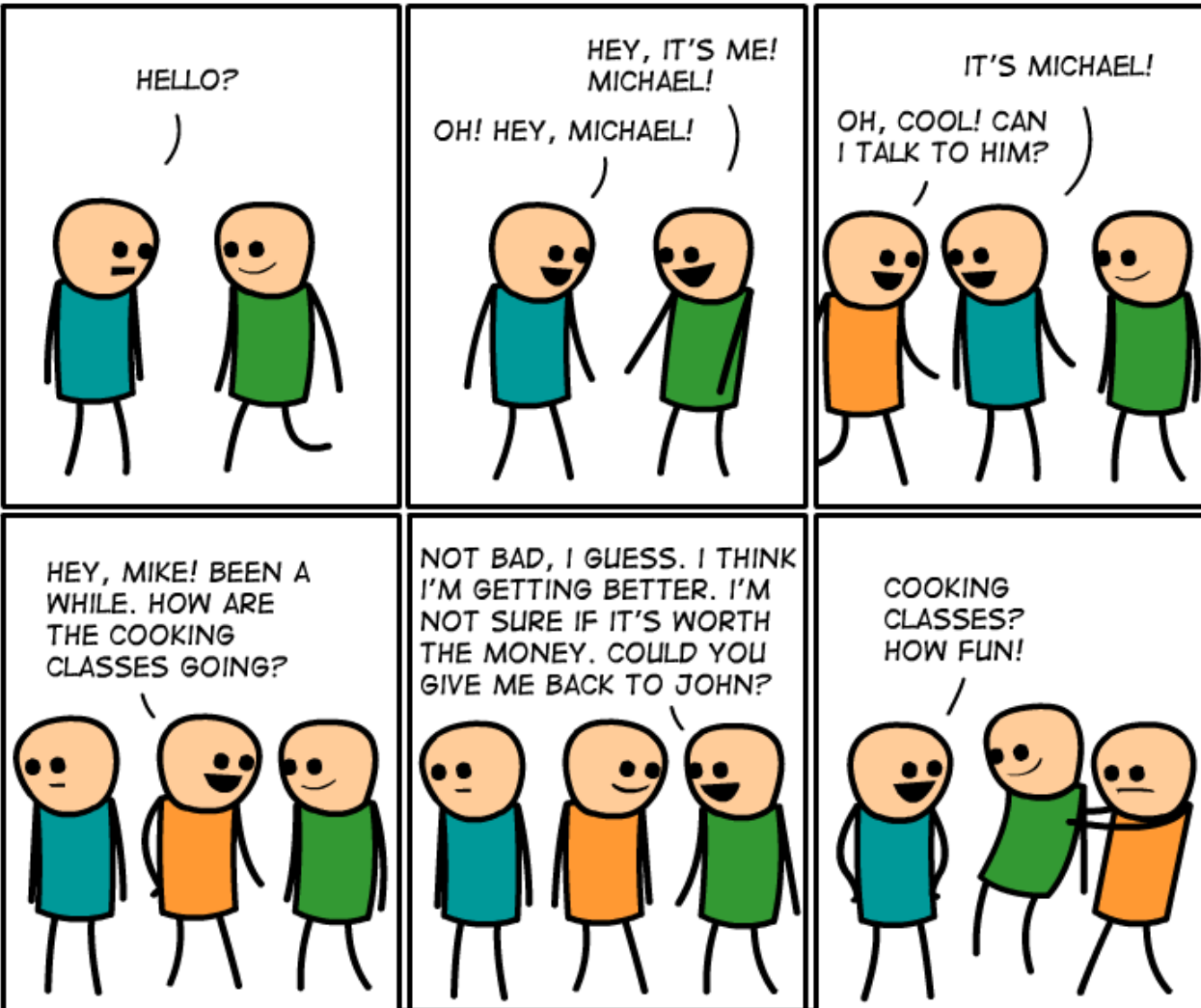
Comfort Index (Climate)

6.8/10

Virtual Convening

IF ALL CONVERSATIONS WERE LIKE PHONE CALLS

Authentic Conversations





Network Vision: To be a model community that builds partnerships through awareness, trust and relationships to support the success of children and families.

Proposed Agenda

Zoom Call - [Link](#)

Wednesday, April 29, 2020 | 3:30pm to 5:00pm

We are here today:

- Connect with community
- Share ideas to stay healthy
- Update community resources

Topic		Outcome / Notes						
3:30 - 3:50 (20 minutes)	Welcome & Check in	<ul style="list-style-type: none"> ★ Introductions - name, organization/role ★ Check-in: How are you doing? Name one local business that you have supported during Safer at Home? 						
3:50 - 4:10 (20 minutes)	Share Outs	Update Resources:						
4:10 - 4:30 (20 minutes)	Open Discussion							
4:30 - 4:45 (15 minutes)	Discussion Recap	What we heard:						
4:45 - 5:00 (15 minutes)	Next Steps, Action Commitments, Next Meeting & Adjourn	Discuss next meeting's agenda <div> <i>Today's Action Commitments</i> <table> <tr> <th>Who</th><th>What</th><th>By When</th></tr> <tr> <td> </td><td> </td><td> </td></tr> </table> </div> Proposed Next Meeting Date: <ul style="list-style-type: none"> • Wednesday, May 20, 2020 3:30PM to 5:00PM @ Zoom 	Who	What	By When			
Who	What	By When						

Questions?

Resources:

American Library Associations LTC tools:

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Community Conversation Workbook:

<https://bit.ly/2TUOEQw>

Questions Later?

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